AMENDMENT

This listing of claims will replace all prior versions, and listing, of claims in the application.

1.(Original): A method of processing a data string in a web page, comprising:

    (a)   mapping the data strings to a fixed-length string;

    (b)   replacing the data string in the web page with the fixed-length string; and

    (c)   transmitting the page with said fixed-length string.

2. (Original): The method of claim 1 wherein the method is performed on a web server which provides said web page.

3. (Original): The method of claim 1 wherein said method is performed on an intermediate server which receives said web page from a web content server.

4. (Original): The method of claim 1 wherein said fixed-length string includes a unique identifier associating said string with said web page.

5. (Original): The method of claim 1 wherein said web page has a unique page ID.

6. (Original): The method of claim 1 wherein said step (a) comprises generating a random identifier for said data string and creating a table associating said random identifier with said data string.

7. (Original): The method of claim 1 wherein said data string comprises at least one universal resource locator.

8. (Original): The method of claim 1 wherein said data string comprises meta-data.

9. (Original): The method of claim 1 wherein said data string comprises a plurality of universal resource locators, each said universal resource locator being mapped into a table uniquely associated with said web page, each said universal resource locator having a unique identifier.

10. (Original): The method of claim 1 wherein said step (b) comprises generating a new web page wherein said data string is replaced with said fixed-length string.

11. (Original): The method of claim 10 wherein said data string comprises a plurality of universal resource locators, and each said universal resource locator is replaced with a fixed-length string.

12. (Original): A method of converting meta-data in a web page to a fixed-length string, comprising:
    (a)   converting a string of meta-data to a random fixed-length data string;
    (b)   associating the string of meta-data with the fixed-length data string;
    (c)   replacing the string of meta-data in the web page with the fixed-length data string.

13. (Original): The method of claim 12 further including the step of:
    (d)   transmitting the web page.

14. (Original): The method of claim 12 wherein said step (a) comprises mapping said meta-data to a fixed-length string uniquely associated with said web page.

15. (Original): The method of claim 12 wherein said step (a) comprises performing a fixed-length hash on said data, uniquely identifying said web page, and combining said unique identifier for said web page with said fixed-length hash.

16. (Original): The method of claim 12 wherein said step (a) comprises performing a reversible hash on said string of meta-data and associating a key with said web page.

17. (Original): A method of processing a web page, including a string of meta-data transmitted on a network, comprising:

    (a)   converting a string of meta-data to a fixed-length string;

    (b)   mapping the string of meta-data to the fixed-length string; and

    (c)   transmitting the fixed-length string in place of the string of meta-data.

18. (Original): The method of claim 17 wherein said fixed-length string includes a unique identifier associating said fixed-length string with said web page.

19. (Original): The method of claim 17 wherein said web page is provided with a unique ID.

20. (Original): The method of claim 17 wherein said step (a) comprises generating a random identifier for said fixed-length string and creating a table associating said random identifier with said fixed-length string.

21. (Original): The method of claim 17 wherein said string of meta-data comprises at least one universal resource locator.

22. (Original): The method of claim 17 wherein said step (b) comprises generating a new web page wherein said meta-data string is replaced with said fixed-length string.

23. (Original): The method of claim 17 wherein said step (a) comprises performing a fixed-length hash on said meta-data, uniquely identifying said web page, and combining said unique identifier for said web page with said fixed-length hash.

24. (Original): A method of processing a page with fixed-length mapped strings, comprising:

    (a)   identifying said web page by reference to a unique web page identifier;

    (b)   interpreting at least one fixed-length string of data corresponding to meta-data associated with said fixed-length string; and

    (b)   processing said meta-data.

25.(New): A method of processing a web page comprising:

converting a URLs on a first web page into a fixed-length string which is transmitted to a user;

receiving a request from the user for information associated with the fixed-length string;

using the URL associated with the fixed-length string to find a second page to provide information to the user.

26.(New): The method of claim 24 wherein the fixed-length string is randomly determined.

27.(New): The method of claim 24 wherein a table stores correspondence between URLs and fixed-length strings.

28.(New): The method of claim 24 wherein the user sends the request from a mobile device.